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WISCONSIN ECONOMIC PROFILE

RANKINGS

26th in total area	56,154 sq. mi.
11th in inland water surface	1,727 sq. mi.
17th in total population (1987)	4,794,792
9th in travel destination(1977)	18,225,000 trips
13th in mfg. employment (1985)	490,000
17th in personal income (1986)	$66,600,000,000
16th in mfg. capital expenditures (1985)	$1,954,700,000
12th in value added by mfg. (1985)	$27,753,000,000
12th in value of mfg. shipments (1985)	$62,837,000,000
8th in agricultural receipts (1986)	$5,001,000,000
20th in travel receipts (1985)	$4,065,000,000

POPULATION

1970 population 4,417,933 **Percent of U.S.** 2.15
1980 population 4,705,767 **Percent of U.S.** 2.07
1987 population 4,794,792 **Percent of U.S.** 1.98

1970-80 percent change 6.5%
1980-87 percent change 1.9%

Net migration 1970-80 +10,000 **1980-87** -131,431

1980 Density 83.8 per sq. mi. **U.S. avg.** 64.0
1986 Density 85.2 per sq. mi. **U.S. avg.** 68.1

Age Composition by Sex

	1980		1986	
Ages	Males	Females	Males	Females
0-19	791,324	759,279	730,696	697,712
20-44	850,171	851,858	937,108	934,070
45-64	430,270	458,668	418,569	441,353
65+	233,662	330,535	250,038	362,206
Total	2,305,427	2,400,340	2,336,411	2,435,341

Population of 20 Major Places

	Jan. 1, 1987	Percent Change 1980-87		Jan. 1, 1987	Percent Change 1980-87
Milwaukee	604,227	-5.3	Oshkosh	52,031	4.6
Madison	176,053	3.2	Wauwatosa	49,984	-2.6
Green Bay	94,600	7.6	La Crosse	49,550	2.5
Racine	81,625	-4.8	Sheboygan	47,765	-0.7
Kenosha	76,234	-1.9	Fond du Lac	36,826	2.7
West Allis	64,096	0.2	Beloit	34,336	-2.5
Appleton	63,808	7.8	Wausau	33,803	4.3
Eau Claire	54,397	5.6	Brookfield	33,348	-2.0
Waukesha	53,080	5.4	Manitowoc	32,498	-0.2
Janesville	52,336	2.5	Greenfield	31,800	1.4

Source: Wisconsin Dept. of Administration, Demographic Services, Official Population Estimates for 1987.

Foresty

Area in forest: 14,759,400 acres
Percent of land area: 42%

Major Species	1980 Growing Stock*	1980 Sawlogs**	1983 Timber Removals*
Pine	1,865,164	5,732,764	39,021
Other softwoods	1,773,144	4,196,082	20,367
Oak	2,677,216	8,604,011	49,392
Maple	1,493,302	3,377,801	21,064
Aspen	2,635,273	4,040,695	96,116
Other hardwoods	5,064,086	9,084,060	58,998

* in 1,000 cubic feet ** in 1,000 board feet

Mining

1982

Industry	Value of Shipments (millions)	Percent of U.S.	Number of Employees
Crushed & broken limestone	$48.2	2.7	600
Crushed & broken stone, nec.	$15.7	3.6	100
Construction sand & gravel	$30.3	2.0	600
Industrial sand	$10.5	3.1	200

Mining source: U.S. Dept. of Commerce, Bureau of the Census, 1982 Census of Mining.

Forestry sources: U.S. Forest Service, 1980 Timber Drain Survey, and Wisconsin Dept. of Natural Resources, 1983 Wisconsin Forest Statistics.

INFRASTRUCTURE

Education

Graduation rate (1986) 86.3%
U.S. avg. 71.5%
ACT college entrance scores (1986) 20.4
U.S. avg. 18.7
Median years of schooling for adults (1980) 12.5
U.S. avg. 12.5

Comprehensive Test of Basic Skills, 1986 - 1987

Subject*	Grade 4	Grade 8	Grade 11
Math	122	142	144
Reading	140	130	122
Language	126	124	126

*50 is national average percentile score for all subjects in the basic skill tests.

Transportation

Motor vehicle: 108,000 miles of roads
12,000 miles of state highways
20,000 miles of county highways
24 publicly owned urban bus systems
Rail: 7,508 miles of track, 18 operating railroads
Air: 601 total airports, 97 publicly owned airports, 14 scheduled air carrier airports
Water: 6 ports on Lake Superior, 15 ports on Lake Michigan

Source: Wisconsin Dept. of Administration, State of Wisconsin Blue Book, 1987-1988.

Education Sources: U.S. Dept. of Commerce, Statistical Abstract of the United States, and Wisconsin Dept. of Public Instruction.

MANUFACTURING

Manufacturing Output

	1985 Wisconsin	Percent of U.S.
No. of production workers	332,700	2.73
Annual wages of production workers	$6,929,100,000	2.94
Average hourly wage	$10.67	$9.92
Value added in manufacturing	$27,753,000,000	2.78
Value of shipments in manufacturing	$62,836,700,000	2.76
Value of exports in manufacturing (1984)	$5,200,000,000	2.19

Source: U.S. Dept. of Commerce, Annual Survey of Manufacturers.

Largest Manufacturing Industries by Employment

Industry	1986 Employ.	Estab.	Employ. Per Estab
Nonelectrical machinery	101,042	1,816	56
Food and kindred prod.	61,661	972	63
Fabricated metals	52,124	893	58
Paper & allied products	48,899	237	206
Electrical equipment	48,117	364	132
Printing & publishing	39,378	1,274	31
Transportation equip.	30,680	162	189

Source: Wisconsin Dept. of Industry, Labor, and Human Relations, Table 210.

Ten Largest Manufacturing Employers
1987

Firm	Employment Range	Locations	Product(s)
Briggs & Stratton Corp.	6,000 - 9,999	Milwaukee, Wauwatosa, Menomonee Falls, West Allis, Glendale	Internal combustion engines, auto locks, keys
General Motors Corp.	6,000 - 9,999	Janesville, Milwaukee, Oak Creek	Autos, trucks, parts, computers, guidance systems
A.O. Smith Corp.	5,000 - 5,999	Milwaukee	Farm machinery, water heaters, electric motors, auto frames
American Motors Corp.	5,000 - 5,999	Milwaukee, Kenosha	Autos, commercial vehicles, plastic products
Kimberly-Clark Corp.	5,000 - 5,599	Appleton, Neenah, Richland Center	Pulp, paper, paper products
Kohler Co.	5,000 - 5,999	Kohler	Plumbing fixtures, internal combustion engines, generators
Allen-Bradley Co.	4,500 - 4,999	Cedarburg, Milwaukee	Electrical equipment, industrial controls
General Electric Co.	4,500 - 4,999	Milwaukee, Waukesha, Menasha	Health equipment, rebuilt paper & mining equipment, dishwashers
Consolidated Papers, Inc.	4,000 - 4,499	Wisconsin Rapids, Stevens Point	Paper, paper products
Brunswick Corp.	3,500 - 3,999	Brookfield, Fond du Lac, Oshkosh, Wausau	Internal combustion engines

Source: Wisconsin Dept. of Industry, Labor, and Human Relations, Unemployment Compensation files.

SERVICE SECTOR

Construction and Housing

	Wisconsin 1986	Percent of U.S.
Value of all construction contracts	$3,172,000,000	1.30
Value of residential contracts	$1,377,000,000	1.14
Number of new housing units started	22,200	1.23
Median existing home prices, 1987	$60,300	71.02
Number of sales of existing homes, 1987	75,000	2.13
Housing affordability index, Jan '87	147.6	144.5

Sources: U.S. Dept of Commerce, Statistical Abstract of the United States and the Wisconsin Realtors Association.

Wholesale Trade

Number of establishments	8,159
1982 Sales	$27,404,000,000
Percent of U.S.	1.37

Sales by type of business	1982	Percent of U.S.
Merchant wholesalers	$16,612,000,000	1.43
Manufacturers' sales branches & offices	8,395,000,000	1.34
Agents, brokers, and commission merchants	2,397,000,000	1.13

Source: U.S. Dept. of Commerce, Census of Wholesale Trade, 1982.

Service Industries
1982*

Number of establishments	22,838
Total receipts	$5,956,000,000
Percent of U.S.	1.39
Hotels, motels, recreation camps:	
Number of establishments	1,040
Receipts	$386,000,000
Percent of U.S.	1.16
Amusements, recreation services:	
Number of establishments	1,548
Receipts	$370,000,000
Percent of U.S.	1.12

*excluding sole proprietorships

Source: U.S. Dept of Commerce, Census of Service Industries,1982.

Retail Trade
1982

Number of establishments	29,966
1986 Sales	$29,394,000,000
Percent of U.S.	2.02

Sales by type of business	1982	Percent of U.S.
General merchandise	$2,409,000,000	2.01
Foods	4,478,000,000	1.86
Automotive	3,432,000,000	1.80
Gas stations	2,111,000,000	2.23
Eating & drinking places	2,167,000,000	2.13
Apparel	832,000,000	1.46
Home furnishings	842,000,000	1.86
Drug stores	546,000,000	1.51
Other retail	3,211,000,000	2.10

Source: U.S. Dept of Commerce, Census of Retail Trade,1982.

Ten Largest Nonmanufacturing Employers
1987

Firm	Employment Range	Location	Type of Business
ShopKo Stores, Inc.	6,000 - 9,999	Statewide	Department store
Wisconsin Bell, Inc.	6,000 - 9,999	Statewide	Utility
J.C. Penny Co., Inc.	5,000 - 5,999	Statewide	Department store
K-Mart	5,000 - 5,999	Statewide	Department store
Wis. Electric Power Co.	5,000 - 5,999	Multi-county	Utility
Kohl's Food Stores, Inc.	4,500 - 4,999	Multi-county	Grocery store
Sears Roebuck & Co.	4,500 - 4,999	Statewide	Department store
Beverly Enterprises	4,000 - 4,499	Statewide	Skilled nursing care facilities
H.C. Prange Co.	4,000 - 4,499	Statewide	Department store
Marquette University	4,000 - 4,499	Milwaukee	Education

Source: Wisconsin Dept. of Industry, Labor, and Human Relations, Unemployment Compensation files.

EMPLOYMENT AND INCOME

Employment Covered by Unemployment Compensation

1986 Annual Averages

Major Sector	Employment	Weekly Wage	Number of Establishments
Agri., Forestry, Fishing	16,209	$259.75	1,821
Mining	1,894	464.72	103
Construction	67,934	431.98	10,701
Manufacturing	514,813	465.31	9,012
Transp., Comm.,Utilities	88,259	441.75	4,938
Wholesale	100,617	428.71	9,664
Retail	376,387	173.62	25,567
Finance., Ins., Real. Est.	105,591	384.52	7,911
Services	396,113	280.09	28,707
Government	294,359	386.33	3,711
Total	1,962,273	$349.97	102,216

Sources: Wisconsin Dept. of Industry, Labor, and Human Relations, Table 210, and Employment and Wages Covered by Wisconsin's U.C. Law.

Personal Income, 1986

Wisconsin: $66,887,000,000
Percent of U.S.: 1.9%

Personal Income Per Capita, 1986

Wisconsin: $13,977
U.S. avg.: $14,639

Percentage of Population Below Poverty Level of Income, 1979

Wisconsin: 8.7%
U.S. avg.: 12.4%

Three Largest Sectors in Terms of Income, 1986

Manufacturing	$14,240,000,000
Services	$9,048,000,000
Government	$6,702,000,000

Sources: U.S. Dept. of Commerce, Bureau of Economic Analysis, Survey of Current Business, August 1987, April 1988, and U.S. Dept. of Commerce, Statistical Abstract of the U.S.

NATURAL RESOURCES

Agriculture

	1986 Wisconsin	1986 U.S.
Number of farms	82,000	2,212,000
Land in farms (acres)	17,600,000	1,008,000,000
Average farm size (acres)	215	456
Acres harvested per farm	109	141
Average value of land and buildings per acre	$711	$595

Cash Marketings

Major Groups	1985 Wisconsin	Percent of U.S.
Dairy products	$3,022,800,000	16.7
Meat animals	$886,100,000	2.0
Poultry and eggs	$147,500,000	1.3
Field crops	$612,200,000	1.3
Vegetables	$259,500,000	3.0
Specialty crops	$139,900,000	0.9
Total	$5,271,500,000	3.6

Sources: Wisconsin Dept. of Agriculture, Trade, and Consumer Protection., Wisconsin 1987 Agricultural Statistics, and U.S. Dept. of Commerce, Statistical Abstract of the United States.

Tourism

Total area: 35,937,520 acres
Shoreline: 820 miles (Great Lakes)
230 miles (Mississippi)
Total number of lakes: 14,927
Lakes with public access: 3,295
Total area of named lakes: 970,869 acres
Total public recreation land available: 6,186,161 acres

Federal:	1,647,803	**County:**	2,294,000
State:	1,130,358	**Other:**	1,114,000

Water Related Recreation Areas and Facilities

Fishing: panfish, perch, bass, chubs, smelt, salmon, trout, walleyes, whitefish, northern, muskellunge
Trout streams: 2,254 for 8,690 miles
Bass streams: 294 for 3,514 miles
Canoeing: 248 pick-up services
Swimming: 1,500 areas

Land Related Areas and Facilities

Hunting: 6,438,722 acres
Camping: 1,043 campgrounds
Hiking trails: 1,503 miles
Golfing: 365 courses
Downhill skiing: 84 areas with a total of 269 runs
Cross country skiing: 246 acres for a total of 2,291 miles
Snowmobile trails: 16,424 miles

Sources: Wisconsin Dept. of Natural Resources, Bureau of Planning, State Comprehensive Outdoor Recreation Plan and unpublished data.

WISCONSIN - A BRIEF ECONOMIC DESCRIPTION

RESOURCES

Wisconsin's economic vitality is a direct result of its diversified economy. This diversification is made possible by the vast supply of resources in Wisconsin. Among Wisconsin's natural resources are large forests and rich, fertile soils. Approximately 41 percent of Wisconsin's land area is devoted to agricultural activities while another 37 percent is covered by forests. With over 14,000 lakes, Wisconsin also has plentiful water resources, which are now recognized as important to many production processes.

Among Wisconsin's most important man-made resources are the transportation and education systems. The state has a well-engineered and well-maintained highway system from interstate freeways to its county trunk roads. Wisconsin also has thousands of miles of operating railroads that connect suppliers with important national markets. There are also 21 waterports located on both Lake Superior and Lake Michigan to transport Wisconsin products to international markets. Finally, the state boasts 14 airports with regularly scheduled air carrier service.

Wisconsin's educational system, including primary, secondary, and post-secondary schooling, ranks among the finest in the country. Each year, students in primary and secondary grades outperform the national averages in standardized tests. The university and vocational systems are also highly regarded. The University of Wisconsin-Madison is considered a world-class institution, rated among the ten finest in the United States.

Wisconsin is also the home of skilled and dependable labor. The state consistently ranks among the states with the fewest man-hours lost to strikes, weather, and health. The high quality of labor can be traced to Wisconsin's renowned high quality of life. This reputation has been earned from Wisconsin's achievements in educational performance, crime reduction, and poverty alleviation.

ECONOMIC SECTORS

Evolution of the state's large manufacturing sector began in the 19th century in response to the growing needs of midwestern forestry, mining, and agriculture. Milwaukee emerged as the major center for the production of non-electrical machinery industry in Wisconsin. The state leads the nation in production of small horse-hoists, mining machinery, and other types of industrial equipment. Other industry groups that have grown to national prominence include electrical machinery and equipment, transportation equipment, fabricated metals, paper and allied products, and food processing. Manufacturing activity is concentrated largely in the southeastern and east-central regions of the state. Northern Wisconsin, however, retains the majority of forestry-based manufacturing plants.

Currently, the manufacturing sector provides approximately 515,000 jobs in Wisconsin, the largest of any industrial sector. The manufacturing sector is also strong in terms of income generation, contributing 22 percent of Wisconsin's personal income. Between 1984 and 1987, Wisconsin has increased its share of national manufacturing employment.

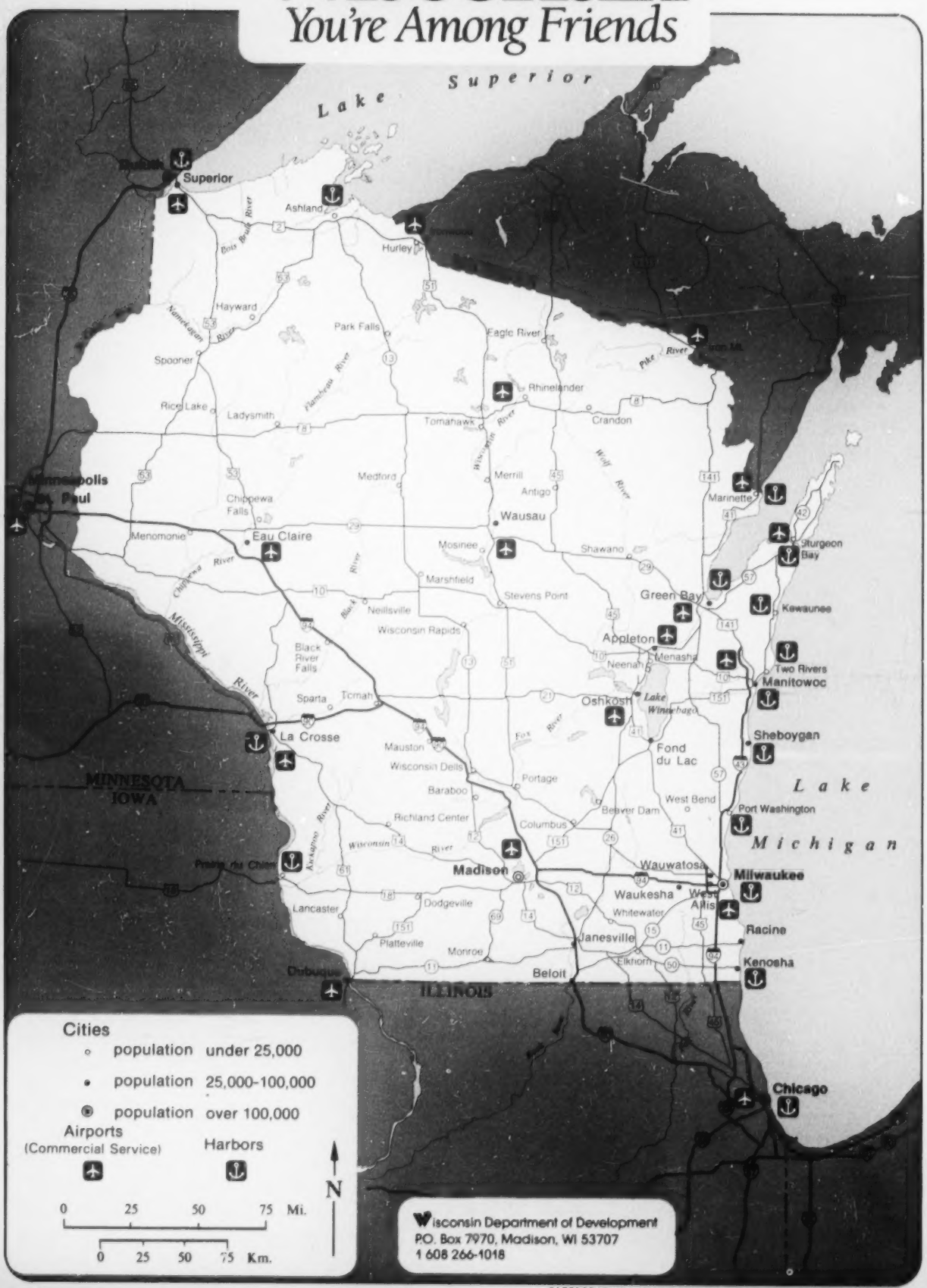
Agriculture is another major component of Wisconsin's economy. Cash receipts from farm marketings totaled $5.2 billion in 1985 (this excludes production that remains on the farm). Dairy products provide almost 60 percent of the income received by state farmers. Long known as *America's Dairyland,* Wisconsin is the national leader in the production of milk, cheese, butter, and many dry and condensed milk products. A second source of farm income, roughly 20 percent, is from the sale of cattle, calves, hogs, poultry, eggs, and other livestock. A third source of farm income is cash crops, including vegetables for processing. The state usually leads the nation in the production of sweet corn, green peas, snap beans, beets, and cabbage for kraut. The state is also a large producer of cranberries, lima beans, cucumbers for pickles, and potatoes.

Besides its industry and farms, Wisconsin is popular as a vacation land. Endowed with many lakes, streams, forests, and places of natural beauty and historic interest, the state is ideal for recreation and tourism. With the growing popularity of skiing and snowmobiling, outdoor recreation is a year-round activity. Approximately 6 million people visited the state in 1987. In 1977, the most recent year available, Wisconsin ranked ninth in the number of trips taken to a specific state. The tourism industry generated about $4.07 billion of income in 1985.

The remaining economic sectors are mining, construction, trade; transportation, communication, and public utilities; finance, services, and government. These sectors account for nearly 70 percent of all Wisconsin jobs. The fastest growing sectors in recent years are the trade, finance, and service sector. Within these three sectors, business services employment is the fastest growing industry, while medical services and eating and drinking establishments provide the greatest number of jobs.

Wisconsin

You're Among Friends



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CARTOGRAPHIC LABORATORY, UNIVERSITY OF WISCONSIN – MADISON

WISCONSIN'S ADVANTAGES

DIRECT BENEFITS TO WISCONSIN BUSINESS

Substantial property tax reductions: Exempts manufacturing machinery and equipment.

Inventory tax exemption: All inventories are exempt.

Real property tax relief: Almost $300 million, about one-third to business.

Fuel and electricity: Sales tax paid credited against corporate income tax.

Pollution equipment: Exempt from sales tax, property tax under certain conditions. Company may elect to write off such equipment in the year purchased.

Multi-state companies: Double-weighting of sales (destination) factor in apportionment favors Wisconsin location.

Helps low year: Corporation income tax allows for a 15-year net loss carry forward.

Low debt: State and local debt per capita about two-thirds national average.

SKILLED LABOR FORCE

Responsible labor: A consistently low work-stoppage rate.

Low-cost workers' compensation: Employer's contributions substantially lower than many neighboring states for similar disability benefits.

Technical training programs: Our vocational training programs are the oldest (1911) in the nation and rank among the finest.

Manufacturing jobs: Average 514,000 per month in 1986. Total labor force was almost 2 million.

HOW WE HELP INDUSTRY

Municipal industrial bonds: Cities, villages, and towns have issued over $3.4 billion to date to finance over 2,000 projects.

Local support: Over 300 communities (more than in other state) have Industrial Development Corporations to aid industry.

Local encouragement: State statutes authorize cities, villages, and towns to purchase land for industrial use. Make improvements such as roads, water, sewer.

Space inventory: Record of vacant buildings suitable for industrial use kept by state.

Industrial parks and sites: More than 700 tracts designed for controlled land use and dispersed throughout the state.

WISCONSIN DEPARTMENT OF DEVELOPMENT

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